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California Polytechnic State University

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FOR IMMEDIATE RELEASE

**Psychological Science in Applied Settings To Be Focus of May 19 Talk at Cal Poly**

SAN LUIS OBISPO -- Dale Berger, professor of psychology at Claremont Graduate University and current president of the Western Psychological Association, will present "Nobody Does It Better: Psychological Science in Applied Settings" at Cal Poly May 19.

In his talk, at 2 p.m. in Room 220 in the University Union, Berger will examine the forces for change and new opportunities in the field of psychological science with the goal of gaining insights to guide career choices.

"The role of psychological science in society is changing rapidly," Berger said. "Today, many psychologists apply their expertise in careers that didn't exist a generation ago, and fresh opportunities abound.

"Students, faculty and practitioners are all impacted by the ongoing transformation of our discipline," Berger said. "As individuals, we are faced with choices that will shape the future of our discipline."

Berger recently returned to full-time teaching after more than 12 years as department chair and dean of Claremont's School of Behavioral and Organizational Sciences. He teaches statistics, research methodology and the psychology of thinking.

In 1997 he received the Western Psychological Association's Outstanding Teaching Award. Current research projects include applications of Internet technology in teaching statistics and cross-cultural research on drinking and driving.

The presentation is sponsored by Cal Poly's Psychology and Child Development Department. For more information, call 756-2033.

- 30 -

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